To: Waechter, Liane, Smith, Richard A., Dibenedetto, Charles A., Brandt, Kevin E., Figueroa, David A., 1210 - New York ROU (ALVICHA), Klein, John F., 1310 - Philadelphia ROU (METZG), Alese, Louann F., Roth, Kari L.
From: Kuruc, Nick
Posted: 11/26/96 10:50
Opened: 11/27/96 8:45
Subject: Wakefern Food Corp. (Shop Rite)

ROU Access: Primary Supplier # 425769

RE: Shop Rite Stores

Store visits to a cross section of Shop Rite Stores during the past 3 weeks indicates a need for attention to the following areas:

[] Price Plus Signage: Our Retail Reps must do a better and more timely job of ensuring that stores place Price Plus Signage. During the month of November WORTH is being featured at $2 per carton. Of 25 Shop Rite Stores visited, the current Price Plus Program was communicated only 4 times. Both SALEM and DORAL are the featured brands during December.

[] Carton Merchandiser POS: Please ensure that DORAL advertising is placed above the Savings Section on all carton merchandisers.

[] WORTH Advertising and Price Communication: Again, more attention should be given to communication on all carton merchandisers, and areas where cartons are merchandised. WORTH small and large pack stickers are available to be used in conjunction with P/L generic POS.

[] UPM Promo Sections: These sections should be filled with 2 Pack Discount Cards for WINSTON, SALEM, and DORAL each time a call is made.

Your follow through on the above is appreciated.

CC: 1200 - New York Region (SCULLYA), 1300 - Philadelphia Region (SWEETD)

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Source: https://www.industrydocuments.ucsf.edu/docs/xnby0000